



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
935140-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	101- Candidate Orders	1492 - Sked C 7/21-8

Flight Dates	Order #	Alt Order #
07/23/12 - 08/05/12	935140	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/23/12	08/05/12	Good Morning America	658-9a	MTWTF--	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 07/24/12 8:59 AM Good Morning America 658-9a :30 OFA-12-D-081H \$1,200.00 NM 2 WCVB F 07/27/12 8:38 AM Good Morning America 658-9a :30 OFA-12-D-076H \$1,200.00 NM									
2	07/23/12	08/05/12	REGIS AND KELLY DAY 9A-10A		MTWTF--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 07/24/12 9:32 AM REGIS AND KELLY DAY 9A-10A :30 OFA-12-D-081H \$500.00 NM 1 WCVB W 07/25/12 9:56 AM REGIS AND KELLY DAY 9A-10A :30 OFA-12-D-081H \$500.00 NM									
3	07/23/12	08/05/12	Nate Berkus	M-F 10a-11a	MTWTF--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 -TWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 07/24/12 10:28 AM Nate Berkus M-F 10a-11a :30 OFA-12-D-081H \$300.00 NM 2 WCVB F 07/27/12 10:41 AM Nate Berkus M-F 10a-11a :30 OFA-12-D-076H \$300.00 NM									
4	07/23/12	08/05/12	The View	1058-12n	MTWTF--	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB W 07/25/12 11:30 AM The View 1058-12n :30 OFA-12-D-081H \$600.00 NM 1 WCVB Th 07/26/12 11:55 AM The View 1058-12n :30 OFA-12-D-076H \$600.00 NM									
5	07/23/12	07/27/12	1-2p	1-2p	MTWTF--	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 07/24/12 1:34 PM 1-2p 1-2p :30 OFA-12-D-081H \$400.00 NM 2 WCVB W 07/25/12 1:56 PM 1-2p 1-2p :30 OFA-12-D-081H \$400.00 NM									
7	07/23/12	08/05/12	GENERAL HOSPITAL	ABC SOAPS ROTA	MTWTF--	:30	2	\$500.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 07/24/12 3:22 PM GENERAL HOSPITAL ABC SOAPS ROT# :30 OFA- 12- D- 081H \$500.00 NM									
2 WCVB W 07/25/12 3:59 PM GENERAL HOSPITAL ABC SOAPS ROT# :30 OFA- 12- D- 081H \$500.00 NM									
8	07/23/12	08/05/12	ELLEN EF	4P-5P	MTWTF--	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 07/24/12 4:36 PM ELLEN EF 4P-5P :30 OFA- 12- D- 081H \$600.00 NM									
1 WCVB W 07/25/12 4:32 PM ELLEN EF 4P-5P :30 OFA- 12- D- 081H \$600.00 NM									
9	07/23/12	08/05/12	M-F Inside Edition	658-730p	MTWTF--	:30	2	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MTWTF-- 2 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 07/24/12 7:22 PM M-F Inside Edition 658-730p :30 OFA- 12- D- 081H \$1,300.00 NM									
2 WCVB F 07/27/12 7:27 PM M-F Inside Edition 658-730p :30 OFA- 12- D- 076H \$1,300.00 NM									
10	07/27/12	08/03/12	20/20	Prime Other	----F--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 ----F-- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 07/27/12 9:42 PM 20/20 Prime Other :30 OFA- 12- D- 076H \$3,500.00 NM									
<u>Total Spots</u>							17		

Payment Terms 30 Days

<u>Gross Total</u>	\$14,300.00
<u>Agency Commission</u>	\$2,145.00
<u>Net Amount Due</u>	\$12,155.00